

PRESS RELEASE – FOR IMMEDIATE CIRCULATION

SensoryEffects™ Business Unit Purchased by PCI Company from Loders Croklaan

CHANNAHON, ILLINOIS (October 31, 2006) – The SensoryEffects™ business unit of Loders Croklaan USA, LLC has been purchased by Performance Chemicals & Ingredients (PCI) Company of St Louis, MO. SensoryEffects are specialized lipid-based inclusions that deliver flavor, aroma, color, texture and nutrients such as Omega 3 to food products. These innovative products are made using both patented and proprietary technology and are supported by experienced food scientists who assist customers in developing novel and cost-effective food products.

The acquisition of SensoryEffects is the second for PCI Company in 2006, following the May acquisition and formation of Diehl Food Ingredients, Inc., a manufacturer of specialized spray-dried food ingredient systems. This transaction reinforces PCI Company's plan to build a specialty food ingredients business through target acquisitions and organic growth. "The SensoryEffects business is a great example of our objective to add complementary specialty food ingredients product lines," according to Charles A. Nicolais, the President of PCI Company. "SensoryEffects adds a powerful brand and technology along with a professional support team to our expanding food ingredients business. The SensoryEffects brand is recognized globally as the leader in lipid-based delivery systems and we plan to continue to build upon this strong leadership position. "The SensoryEffects team is excited to become a lead business in the PCI Company portfolio", according to Peter Holocher, Product Development and Innovation Manager - SensoryEffects™. "We look forward to additional financial and management support so that we can continue to deliver value and offer additional innovative delivery systems to our customers."

Dennis Reid, Vice President of Sales & Marketing, noted SensoryEffects complements the recent Diehl Food Ingredients acquisition: "Both have core competencies in lipid technology and formulating delivery systems for specialty ingredients to meet specific customer needs. It is our intention to maintain the customer-focused cultures of both organizations and have dedicated sales, marketing and technology groups for each business. We have identified synergies between the two businesses in administration and operations and our customers will enjoy a seamless transition. We hope to take our specialty ingredient technologies and solutions to a broader customer and application base".

About SensoryEffects

SensoryEffects are lipid-based inclusions created to impart any sensory experience in food products including: flavor, aroma, color, texture and nutrients...all in one piece. SensoryEffects prides itself in working closely with their customers to develop both customized and proprietary systems that meet their exact ingredient needs. For more information on the new company or their products and services, please call SensoryEffects at 800-957-3130, email at Info@SensoryEffects.com or visit their website at www.sensoryeffects.com. SensoryEffects was formerly a business unit of Loders Croklaan, a worldwide leader in edible lipid production and a 100% subsidiary of IOI Corporation Berhad of Putrajaya, Malaysia.

About PCI Company

Performance Chemicals & Ingredients Company, based in St Louis, MO, was formed in 2006 to acquire and manage specialty chemical and food ingredient businesses. The principals of PCI Company are experienced in the chemical and food industries, and have an exclusive alliance with the private

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A PCI Food Ingredients Business

investment firm Highlander Partners, L.P. The combination of PCI Company and Highlander Partners brings market, operational and financial skills required to guide the future growth and development of its wholly-owned businesses. PCI Company invests in small to mid-size private companies and non-strategic business units of larger companies that possess capable management teams, fundamentally strong operations and leading technology platforms.

For more information on our company, please visit our websites or contact us directly at:



SensoryEffects™

Website: www.sensoryeffects.com

Phone: 800-957-3130



Diehl Food Ingredients, Inc.

Website: www.diehlinc.com

Phone: 800-251-3033